

CDC's 2006 NATIONAL HEALTH PROMOTION CONFERENCE



PRELIMINARY CONFERENCE INFORMATION

*Innovations in
Health Promotion:
New Avenues
for Collaboration*

www.cdc.gov/cochp/conference

SEPTEMBER 12-14, 2006 • HILTON ATLANTA

Co-sponsors:

*Association of State and Territorial Health Officials (ASTHO)
Directors of Health Promotion and Education (DHPE)
March of Dimes
National Association of Chronic Disease Directors (NACDD)*

Our Co-Sponsors

We look forward to working with our co-sponsors, as well as many other partner groups, to deliver a conference that will help us move forward with a national health promotion and wellness agenda.

Association of State and Territorial Health Officials

The Association of State and Territorial Health Officials (ASTHO) is the national nonprofit organization representing the state and territorial public health agencies of the United States, the U.S. Territories, and the District of Columbia. ASTHO's members, the chief health officials of these jurisdictions, are dedicated to formulating and influencing sound public health policy, and to assuring excellence in state-based public health practice.

www.astho.org

Directors of Health Promotion and Education

The Directors of Health Promotion and Education (DHPE) is a 501(c)(3) association based in Washington, DC, and an affiliate of the Association of State and Territorial Health Officials (ASTHO). DHPE is organized specifically to provide leadership in health promotion, programming, practice, training, technical assistance and policy developments.

www.dhpe.org

March of Dimes

The March of Dimes is a national voluntary health agency whose mission is to improve the health of babies by preventing birth defects, premature birth and infant mortality. Founded in 1938, the March of Dimes funds programs of research, community services, education, and advocacy to save babies and in 2003 launched a campaign to address the increasing rate of premature birth.

www.marchofdimes.com

National Association of Chronic Disease Directors

The Association of State and Territorial Chronic Disease Program Directors (otherwise known as NACDD) is a national public health association, founded in 1988 to link the chronic disease program directors of each state and U.S. Territory to provide a national forum for chronic disease prevention and control efforts. Since its founding, NACDD has made impressive strides in mobilizing national efforts to reduce chronic diseases and the associated risk factors. **www.chronicdisease.org**

CDC's 2006 National Health Promotion Conference

CDC's 2006 National Health Promotion Conference is the first joint conference presented by the Coordinating Center of Health Promotion (CoCHP), which includes the National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), the National Center on Birth Defects and Developmental Disabilities (NCBDDD), and the Office of Genomics and Disease Prevention (OGDP). With a conference theme of Innovations in Health Promotion: New Avenues for Collaboration, the conference will provide an unprecedented opportunity to create new partnerships and strengthen existing ones to move forward with a national health promotion and wellness agenda.

Conference Goals

CDC's 2006 National Health Promotion Conference goals include:

- Laying the foundation for a national health promotion agenda — moving from disease specific agendas to the broadest concepts and practices of wellness and health promotion
- Providing a platform for ongoing innovation in the collaborative science and implementation of birth defects, disabilities, genomics and chronic disease prevention practices
- Facilitating the creation of new partnerships and strengthening existing relationships

Who Should Attend

Target audiences for the conference include:

- Health and education practitioners from the national, state, tribal, and local levels
- Public health professional organizations and associations
- Private and non-profit sector leaders
- Academics and students from schools of public health
- International health promotion colleagues
- Interested parties from academia, industry, and the public

Conference Topic Areas

The conference will address issues directly related to the following areas:

- Birth defects and disabilities
- Chronic disease
- Genomics and genetics
- Health promotion
- Wellness

Conference Tracks

The Conference Tracks provide a focus for primary content and themes of the conference's presentations, posters, and sessions.

Nontraditional Partnerships: What can nontraditional partnerships that foster greater progress and accomplishments teach us about meaningful partner engagement?

Innovative Approaches to Public Health Practice: How can we learn from those who are taking a radically different approach to public health practice to improve effectiveness and outcomes?

Translating Science and Evaluating Results: What can be done to improve the success and effectiveness of bringing science and research into public health practice?

Health Policy and Communications: How can we learn and adapt past successes and failures to improve health policy, communication, and social marketing strategies?

Implementing Best Practices at the Local Level: How can we translate effective conceptual or national ideas, science, and practices to a local, grassroots level?

Emerging Issues and Hot Topics in Public Health: What are some of the challenges we will face that will shape the future of public health? What new resources and opportunities are available to help us better face the future?

Conference At-A-Glance

Tuesday, September 12, 2006

7:30-8:30	Continental Breakfast
8:30-9:00	Welcome and Opening Remarks
9:00-10:00	Plenary Presentation
10:00-10:30	Refreshment Break
10:30-11:45	Panel Presentation
Noon-1:30	Lunch and Grand Opening of Exhibit Hall
1:30-2:30	Concurrent Sessions
2:30-3:00	Exhibit Break
3:00-4:00	Concurrent Sessions
4:00-4:30	Exhibit Break and Refreshments
4:30-6:00	Regional Planning and Networking Event (prior registration required)

Wednesday, September 13, 2006

7:30-8:30	Exhibit Break and Continental Breakfast
8:30-9:00	Welcome and Opening Remarks
9:00-10:00	Plenary Presentation
10:00-10:30	Exhibit Break and Refreshments
10:30-11:30	Town Hall Meeting
11:30-1:30	Networking Luncheon
1:30-2:30	Concurrent Sessions
2:30-3:00	Exhibit Break
3:00-4:00	Concurrent Sessions
4:00-4:30	Refreshment Break
4:30-5:30	Concurrent Sessions
6:00-8:00	Gala Networking Reception

Thursday, September 14, 2006

7:30-8:30	Continental Breakfast
8:30-9:30	Concurrent Sessions
10:00-11:15	Closing Plenary Presentation
11:15-Noon	Closing Remarks From CDC
12:15	Adjourn

Please note this is a preliminary agenda; times and events are subject to change. Updates for this schedule are available at www.cdc.gov/cochp/conference.

Invited Speakers

For the plenary sessions for the conference, the sponsors of CDC's 2006 National Health Promotion Conference have extended invitations to the following speakers. An updated agenda will be made available at www.cdc.gov/cochp/conference.

Julie Gerberding

Director, Centers for Disease Control and Prevention, Department of Health and Human Services

Mike Leavitt

Secretary, Department of Health and Human Services

James Marks

Senior Vice President and Health Group Director, The Robert Wood Johnson Foundation

Andrew Zolli

Futurist in Residence - American Demographics; Emerging Explorer - National Geographic

Special Session & Networking Event

Tuesday, September 12, 2006 4:30 - 6:00

The **Regional Planning and Networking Event** will bring together representatives from the areas of birth defects and developmental disabilities, chronic disease, and genomics to identify cross cutting areas for collaboration and to develop plans for new and renewed partnership efforts. This event also will provide participants with an opportunity to network and engage in topical discussions with colleagues from other fields. Space is limited for this event; please make sure to sign up when you register for the conference.

General Information

Conference Fees

Full Registration (<i>including payment on or before August 15, 2006</i>)	\$395
Late or On-site Registration (<i>after August 15, 2006</i>)	\$450
Regular One-Day	\$250
Full Time Student Registration (<i>valid student ID required at check-in</i>)	\$135

Continuing education credit will be given only to those who attend sessions and complete required documentation. Participants can receive continuing education credits by completing the evaluation booklet included with the conference materials. There is no additional charge for continuing education credit.

Payment Method

Online registration is preferred. Online payment can be made by check, purchase order, VISA, MasterCard, American Express and Discover. If you register online and are paying by check, include the registration confirmation number on the check when mailing in payment. Registration also may be submitted by mail but will not be processed until payment has been received. Online registration is available via the conference website, **www.cdc.gov/cochp/conference**.

Hotel Reservation Information

The conference hotel is:

Hilton Atlanta
255 Courtland Street NE
Atlanta, GA 30303
404-659-2000

To reserve a hotel room, please call the Hilton Atlanta Hotel directly and reference the "CDC Health Promotion Conference" to secure the group rate. You also may visit the online conference reservations system at **http://www.hilton.com/en/hi/groups/personalized/atlahhh_hpc/index.jhtml**. When you use this link to book your room, the group code and rate will automatically be generated in your reservation.

A block of rooms have been reserved for September 8-15, 2006, at a rate of \$115.00 per night, plus tax (single occupancy). The group rate will be available until August 25, 2006, or until the group block is sold out, whichever comes first. Guests who would like to arrive early may do so beginning September 6 and departing as late as September 16, based on availability. All reservations must be guaranteed with a first night's deposit, which will be charged against your credit card, and will be applied to your stay at the hotel. In the event of a cancellation less than 72 hours before arrival, this deposit will be forfeited. If you cancel your reservation, please ensure that you record and keep your cancellation number. The check-in time for the hotel is 3 p.m., and the check-out time is noon. Be sure to request a nonsmoking room if desired.

Continuing Education Credits

CE credits will be provided.

Ground Transportation From the Airport

Multiple means of transportation are available from Hartsfield-Jackson Atlanta International Airport to the hotel, including shuttles, taxis, and MARTA (Metropolitan Atlanta Rapid Transit Authority). For more detailed information on ground transportation to the Hilton Atlanta, please visit the conference website at www.cdc.gov/cochp/conference.

Conference Check-In

The conference registration and information desk, located on the lobby level of the hotel, will be open the following hours during the week of the conference: Monday, September 11, 2006, 4:00 p.m. to 7:00 p.m.; Tuesday, September 12, 2006, 7:00 a.m. to 5:30 p.m.; Wednesday, September 13, 2006, 7:00 a.m. to 5:30 p.m.; and Thursday, September 14, 2006, 7:00 a.m. to 10:30 a.m.

Exhibits

If your organization would like to exhibit at the conference, contact Suzie Raven, Meetings Coordinator, Phone: 703-610-1271, Email: **SRaven@MeetingsManagementgroup.com**.

Substitutions and Cancellations

Attendee substitutions may be made by email request without penalty up to August 31. After August 31, substitutions will be allowed but a cancellation fee will be charged. Please contact Demetrius Freeman at **healthpromotion@team-psa.com**.

Any cancellation must be emailed to **healthpromotion@team-psa.com** no later than Thursday, August 31, 2006. Cancellation fees are \$35 for student registration and \$75 for all other registrations. For payment or cancellation questions, please contact Valerie Collins at **vcollins@hrgllc.com**. For conference logistical information or for attendee substitutions, please contact Demetrius Freeman at **healthpromotion@team-psa.com**.

Registration Form
CDC's 2006 National Health Promotion Conference
Innovations in Health Promotion: New Avenues for Collaboration
September 12-14, 2006 • Hilton Atlanta, Atlanta, Georgia

*Online registration is preferred and is available at www.cdc.gov/cochp/conference
or you may complete and submit the form below.*

Name: _____ Degrees: _____
Title: _____
Organization: _____
Division/Program: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-mail: _____
Special Needs/Requests: _____
Name (as you would like it to appear on your badge): _____

Name badge must be worn at all times during the conference and will be required by security to enter any event.

Registration Type:

☐ Full Registration (by 8/15/2006) \$395 ☐ Late/On-Site Registration \$450
☐ One-Day Registration \$250 ☐ Full Time Student Registration \$135

Additional Events: *(All are complimentary, please check if you plan to attend.)*

☐ Regional Planning and Networking Event (Tuesday)
☐ Exhibit Hall Opening Lunch (Tuesday)
☐ Networking Lunch (Wednesday)
☐ Gala Reception (Wednesday)

Payment Information:

Make checks payable to Directors of Health Promotion & Education (DHPE).
Please send check or purchase order payments with a copy of this registration
form to Directors of Health Promotion & Education (DHPE),
Attn: Valerie Collins, PO Box 4476 Brandon, MS 39047 (DHPE Federal ID
Number: 64-0856843).

☐ Purchase Order # _____ ☐ Check # _____

Credit Card: ☐ VISA ☐ MC ☐ AMEX

Account # _____
Exp. Date: _____ / _____ / _____
Cardholder Name: _____
Signature: _____

Registration Form

Please check all that apply (up to 3) from each category that most clearly describes your profession, work setting, and type of work activity. To better serve our conference participants as we plan for future conferences, please answer the following questions:

PROFESSION

- | | | |
|--|--|--|
| <input type="checkbox"/> Communications Specialist | <input type="checkbox"/> Health Educator | <input type="checkbox"/> Statistician |
| <input type="checkbox"/> Congressional Staff | <input type="checkbox"/> Nurse | <input type="checkbox"/> Student |
| <input type="checkbox"/> Dietitian | <input type="checkbox"/> Physician | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> Epidemiologist | <input type="checkbox"/> Program Manager | _____ |
| <input type="checkbox"/> Health Administrator | <input type="checkbox"/> Researcher | _____ |

WORK SETTING

- | | | |
|--|--|---|
| <input type="checkbox"/> CDC | <input type="checkbox"/> Non-Profit Organization | <input type="checkbox"/> Volunteer Organization |
| <input type="checkbox"/> Clinical | <input type="checkbox"/> Managed Care/Primary Care | <input type="checkbox"/> University |
| <input type="checkbox"/> Non-Government Organization | | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> Federal Health Agency | <input type="checkbox"/> State Education Agency | _____ |
| <input type="checkbox"/> Local Health Department | <input type="checkbox"/> State Health Department | _____ |

TYPE OF WORK ACTIVITY

- | | | |
|--|---------------------------------------|--|
| <input type="checkbox"/> Administration/Management | <input type="checkbox"/> Patient Care | <input type="checkbox"/> Teaching |
| <input type="checkbox"/> Community Health | <input type="checkbox"/> Planning | <input type="checkbox"/> Training |
| <input type="checkbox"/> Consulting | <input type="checkbox"/> Policy | <input type="checkbox"/> Other (specify) |
| <input type="checkbox"/> Evaluation | <input type="checkbox"/> Surveillance | _____ |
| <input type="checkbox"/> Health Promotion/Education Research | | _____ |
| <input type="checkbox"/> Health Communication/Social Marketing | | |

Cancellations

Cancellations received in writing by close of business August 31, 2006, will be refunded, minus an administrative fee of \$35 for student and \$75 for all other registrations. No refunds will be provided for cancellations received after August 31, 2006.

Signature: _____
Date: ____/____/____

Registration Questions:
Once your registration form has been processed, you will receive a
Phone: 404-633-6869 ext. 7010
confirmation either by email or fax.
Email: healthpromotion@team-psa.com

Recreational Activities While in Atlanta

Many entertaining and healthy activities are planned for the 2006 conference. In addition to early morning exercises each day, exercise and fitness equipment will be available at the hotel for conference participants and guests.

Places of Interest

Georgia Aquarium

Georgia Aquarium opened in November 2005 and is the world's largest aquarium. With 8 million gallons of fresh and marine water and more than 100,000 animals representing 500 species from around the globe, there is sure to be something for everyone. The Georgia Aquarium sits on 9 1/2 acres of land adjacent to Centennial Olympic Park in downtown Atlanta. 225 Baker Street, 404-581-4000, www.georgiaaquarium.org

High Museum of Art

The High Museum of Art opened expanded facilities to the public in November 2005, creating a vibrant "village of the arts" at the Woodruff Arts Center in midtown Atlanta. Three new buildings, designed by Italian architect Renzo Piano, more than doubled the museum's size to 312,000 square feet. 1280 Peachtree Street, 404-733-HIGH, www.high.org

Centennial Olympic Park

This 21-acre green space was established in downtown Atlanta as the world's gathering place during the 1996 Centennial Olympic Games. Today it features the popular Fountain of Rings and various events. Andrew Young International Boulevard at Centennial Olympic Park Drive, 404-222-PARK, www.centennialpark.com

Martin Luther King Jr. National Historic Site

Created in 1980 to honor the life of the famous civil rights leader, this Sweet Auburn attraction includes a visitors center with exhibits on King and the Civil Rights movement, his birth home at 501 Auburn Avenue and tomb at The King Center, and historic Ebenezer Baptist Church where King and his father preached. Auburn Avenue, between Jackson Street and Boulevard, 404-331-5190, www.thekingcenter.org

World of Coca-Cola

Three-story attraction devoted to the world's No. 1 soft drink created in Atlanta more than 110 years ago, with memorabilia, videos, a 1930s soda fountain, retail store, and more. 55 Martin Luther King Jr. Drive, 404-676-5151, www.woccatlanta.com

Many of these attractions are accessible by taxi or MARTA. Please visit the websites for more specific directions and locations.

DEPARTMENT OF HEALTH & HUMAN SERVICES
Public Health Service
Centers for Disease Control and Prevention (CDC)
1600 Clifton Road, NE
Atlanta Georgia 30333

Official Business
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